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Docket No.: 50269-0578

PATENT

UNITED STATES PATENT AND TRADEMARK OFFICE

Inventors: Shubhasheesh Anand, et al.

Confirmation No.: NYA

Serial No.: 10/799,048

Examiner: NYA

Filing Date: March 11, 2004

Group Art Unit: NYA

Title: Predicting Inventory Availability and Prioritizing the Serving of Competing
Advertisements Based on Contract Value

Mail Stop Amendment
COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Sir:

Applicants would like to bring to the Examiner's attention that the following application,
U.S. Patent Application Serial No. 10/648,599 filed August 25, 2003,
referred to as the "related application", contains subject matter that is related to the subject matter
of the present application. The related application may contain one or more claims that are
substantially similar to one or more claims in the present application, and those claims may have
been rejected in the related application. Therefore, the Examiner is encouraged to review the file
history of the related application as some of the information contained therein may be material to
the examination of the present application.

Pursuant to 37 C.F.R. § 1.97, the submission of this Information Disclosure Statement is
not to be construed as a representation that a search has been made and is not to be construed as
an admission that the information cited in this statement is material to patentability.

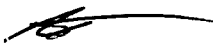
Pursuant to 37 C.F.R. § 1.97, this Information Disclosure Statement is being submitted
under 37 C.F.R. § 1.97(b).

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.S./

Throughout the pendency of this application, please charge any additional fees, including any required extension of time fees, and credit all overpayments to deposit account 50-1302.

Respectfully submitted,

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CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal

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Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

on June 15, 2004

by


Darci Sakamoto

/Michael Stibley/

01/10/2008